

18 July 1949

MEMORANDUM

TO: PG I

FROM: PG 11 *in.*

SUBJECT: Propaganda Themes for BGEIEND

DECLASSIFIED AND RELEASED BY
CENTRAL INTELLIGENCE AGENCY
SOURCES/METHODS EXEMPTION 3B2B
NAZI WAR CRIMES DISCLOSURE ACT
DATE 2007

1. A listing of propaganda themes is presented in suggested order of exploitation. While each of these would be supported throughout propaganda attack, emphasis should gradually shift along the way until "Hatred of enemy" becomes the context and signal for direct action.

a. Anti-Soviet. Cite facts which deteriorate Albanian economy, disrupt relations with neighbors, make Albania pawn of USSR power interests, institute terror against simple Albanians, set father against son, etc.

b. Anti-collaborator. Characterize Soviet-Albanian collaborators as weak little men selling out country's welfare, plotting against freedom of action of patriots, weakening courage of populace, **enriching** themselves. Names and addresses of informers must be given with absolute reliability.

c. Confidence in National Committee. Emphasize spread of elements, interests represented in Committee. Exploit fact of voice being heard, supplies given to patriots; predictions of Committee should be planned so they can be observed working out before entire population, bolstering confidence.

d. Objective attainable. Exploit support of all elements, cite numbers of people ready to help in Albania; evaluate force of power combinations against USSR, detail history of Albanian self-determination.

e. Determination. Emphasize weakness of character of appeasers, assume constantly that courage and firmness can overcome long odds, "better an eye plucked out than a head lost."

f. Confidence in News. Every fact which can be checked should be absolutely accurate; plausibility and hard realism should characterize comments about Albanian life; timing of "predictions" should be such as to take advantage of completed action before public is aware that such is the case.

g. Feeling of participation. Word of mouth dissemination of information should increase sense of participation, lines of communication should be established for unavailing ventures which draw in large numbers of people; stunts such as lighting of fires on hill-tops at specified moments should be arranged.

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should be established for many
the numbers of people; students
at modified parents should be a

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h. Awareness of problem. Descriptive material should develop essential elements of political and economic problem: NKVD, informers, German PW terror, collaborators, threats of neighbors, financial control of currency in USSR hands; expropriation of merchants, and land reform, channeled for USSR advantage.

i. Sense of unity. Simple codes can be used to give information to large group of co-workers, numbers of local Committees can be exaggerated, exploits of agents detailed, channels of communication can be shown to be protected by general populace.

j. Hatred of enemy. Vilification of USSR and collaborators should be based upon incidents such as imprisonment of revolutionaries; assassinations, shooting of hostages should become martyrdoms. Important not to dwell upon Western concepts of harshness and brutality but upon action against Albanian independence, upon foreign intervention or upon traitorous activity.

[h.]
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